

# Media kit 2026

Leads, online webinars and advertising

**Contact**

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## Here are your new customers

Teknologiens Mediehus is Denmark's leading publisher of media focused on technology and science. We cover all areas of technology, engineering, and IT. Our media include newspapers and magazines, live events, trade shows, websites, webinars, and newsletters.

The newspaper Ingeniøren (Engineering Weekly) has 162,000 readers every second week. Our news sites have a total of 225,000 users, and our large B2B database contains detailed businessrelated knowledge of more than 150,000 technical profiles and decision makers. In doing so, we have created a solid foundation to help you achieve your marketing goals. From branding and mass communication to an attractive target audience, precise segmentation, and delivery of valuable leads that will eventually become your new customers.

## Advertorials

An advertorial is a sponsored article that offers great opportunity to meet our readers with expert knowledge and really dive into a subject, a case, or a product. We write and produce the advertorial in collaboration with you.

Our content marketing formats blend in with the editorial content flow-labelled as "Sponsored Content".

In cooperation with you, we integrate opportunities for users to ask for more information (call-to-actions), just as we can integrate other elements and media types such as video, fact boxes, picture series, and graphics.

## Prices & formats

Standard package | DKK 28,500

One advertorial including production, layout, approval, three days on the front page of ing.dk or version2.dk as well as inclusion in one newsletter and subsequent reporting.

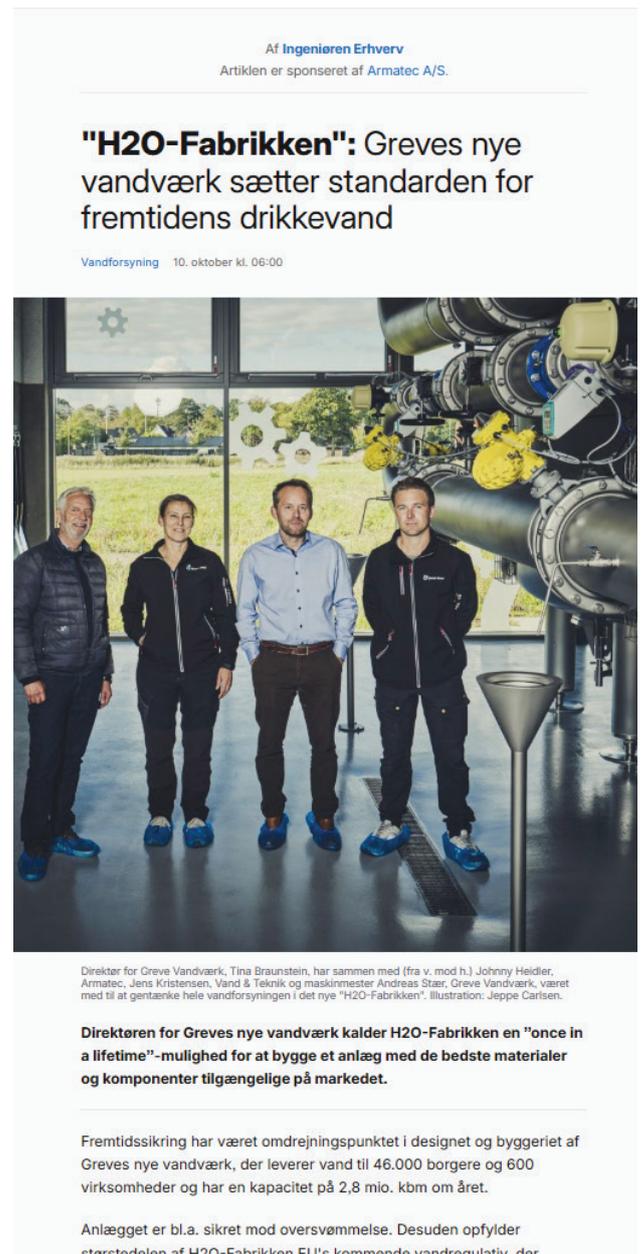
**Additional:** Facebook boost | DKK 6,200

Get your advertorial read and seen by a larger audience. With Facebook Boost, you will get a targeted post with your advertorial on Ingeniøren's Facebook page that reaches a minimum of 20,000 users.

**Additional:** Ingeniøren and repost

- Newspaper publication, one full page, Ingeniøren: DKK 25,000
- Repost online: DKK 18,500

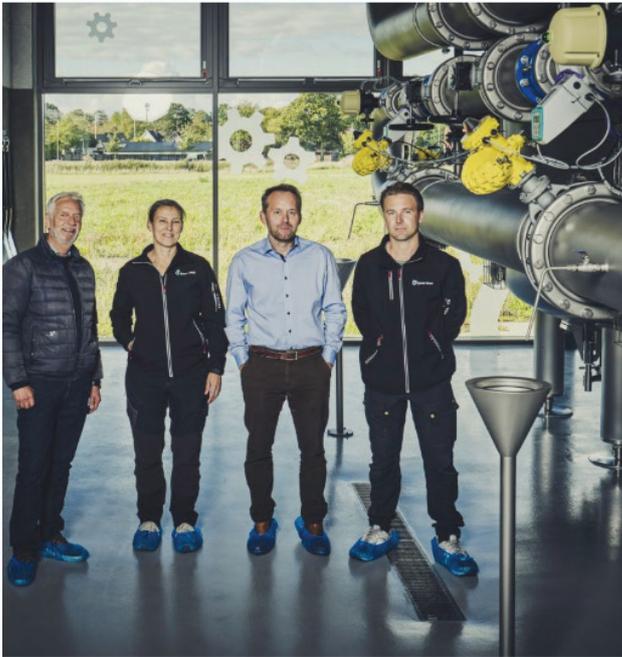
Example of an online advertorial



Af **Ingeniøren Erhverv**  
Artiklen er sponsoreret af **Armatec A/S**.

### "H2O-Fabrikken": Greves nye vandværk sætter standarden for fremtidens drikkevand

Vandforsyning 10. oktober kl. 06:00



Direktør for Greve Vandværk, Tina Braunstein, har sammen med (fra v. mod h.) Johnny Heidler, Armatec, Jens Kristensen, Vind & Teknik og maskinmester Andreas Sizer, Greve Vandværk, været med til at gentænke hele vandforsyningen i det nye "H2O-Fabrikken". Illustration: Jeppe Carlsen.

**Direktøren for Greves nye vandværk kalder H2O-Fabrikken en "once in a lifetime"-mulighed for at bygge et anlæg med de bedste materialer og komponenter tilgængelige på markedet.**

Fremtidssikring har været omdrejningspunktet i designet og byggeriet af Greves nye vandværk, der leverer vand til 46.000 borgere og 600 virksomheder og har en kapacitet på 2,8 mio. kbm om året.

Anlægget er bl.a. sikret mod oversvømmelse. Desuden opfylder størstedelen af H2O-Fabrikken FUJ's kommende vandregulativ, der

# Four ways to get new customers

Share your content with our readers and get lots of leads in return

Ingeniøren's large B2B database now contains more than 150,000 profiles and our media platforms reach over 225,000 users - including thousands of decision makers. If you have content in the form of articles, videos, webinars, white papers, etc., you can market it to selected target groups via Ingeniøren.

## 1 Push email or special newsletter

With a push email or a special newsletter, your marketing campaign for e.g. a product or a customer event will get an intensive boost so that you reach a relevant target group as well as get valuable conversions.

### Push emails

Many of our users have actively chosen to receive news and new white papers or webinars from us and our partners. With a push email we will send your content to a selected group of users.

### Special newsletter

To reach a larger segment of your target audience, you can become an exclusive advertising partner in a special newsletter from Ingeniøren sent to a segmented target group, with a theme that matches your company's market and products.

A special newsletter contains 3–4 content elements from your company (choice between articles/videos/banners) which link to your websites. These content elements are presented alongside editorial articles from our media that support the theme of the newsletter.

Prices for push emails and special newsletters depend on the target audience and the number of recipients.

Recipients	Price
1,000	DKK 9,000
2,000	DKK 12,000
3,000	DKK 15,000
5,000	DKK 21,000
6,000	DKK 23,000
7,000	DKK 25,000
8,000	DKK 27,000
9,000	DKK 29,000
10,000	DKK 31,000

**Examples of push and special newsletters within:**

- Energy, Climate & Environment
- Utilities (Water, Gas, Electricity)
- Electronics • Construction & Infrastructure
- Machine & Production • IoT (Internet of Things)
- Research & Development • Transport
- Natural Science • Pharma & Medicine
- ... og many more.

## 2 Webinar/video

A webinar can be a case presentation or a professional presentation where viewers meet a technical expert from your company. Your webinar is uploaded on ing.dk, after which we market it until you have received the sales leads you have ordered.

**Prices from DKK 500 per lead**

*Upgrade your webinar to Ingeniøren's Live Briefing (read more on the next page)*

### 3 White papers

A white paper is a document (pdf) used as a marketing and sales tool to generate sales leads.

A white paper must provide the reader with detailed knowledge of a specific technological topic and could be e.g.:

- *A report or description of a new technology*
- *A case on how a product can be used to meet specific challenges*
- *A technical article on trends in an industry*
- *A guide to how to complete a specific task and how a company's product/knowledge can support this*

Once your white paper is online, you will receive ongoing information about the users who have downloaded the material.

**Prices from DKK 500 per lead**

### 4 Briefings

With Ingeniøren as the platform and your company as the partner, we offer a Briefing – a well-exposed physical or digital event designed to effectively communicate your message to the right target audience.

#### Tailored format to suit your needs

You bring the message, and together we design an engaging program. The event can take place as a physical morning or afternoon session or be conducted digitally from our professional TV studio.

We handle audience recruitment through our media platforms and databases, ensuring optimal visibility for your company and the opportunity to engage with the right target groups.

#### Physical Briefing

**Format:** Morning or afternoon session with up to 80 guests

**Content:** Typically 3 speakers and an experienced host to manage the event

#### We provide:

- Project management and program planning
- All practical arrangements regarding the venue\* and catering
- Marketing campaign for participant recruitment

**Benefit:** Opportunity for personal interaction with your audience

#### Digital Briefing

**Format:** 1-hour live broadcast from a professional TV studio

**Content:** Typically 2 speakers and an experienced host to lead the program

#### We provide:

- Project management and program planning
- All practical arrangements for the digital production
- Marketing campaign for participant recruitment

**Benefit:** Potentially reach more participants/leads and extend the campaign with the recorded video afterward

*\*We typically use IDA's conference facilities but are open to other preferences.*

#### Flexibility and tailored solutions

If you want to adapt our standard setup, we can help customize a Briefing that perfectly matches your company's needs.

## Prices

**Physical Briefing:**  
DKK 57,000

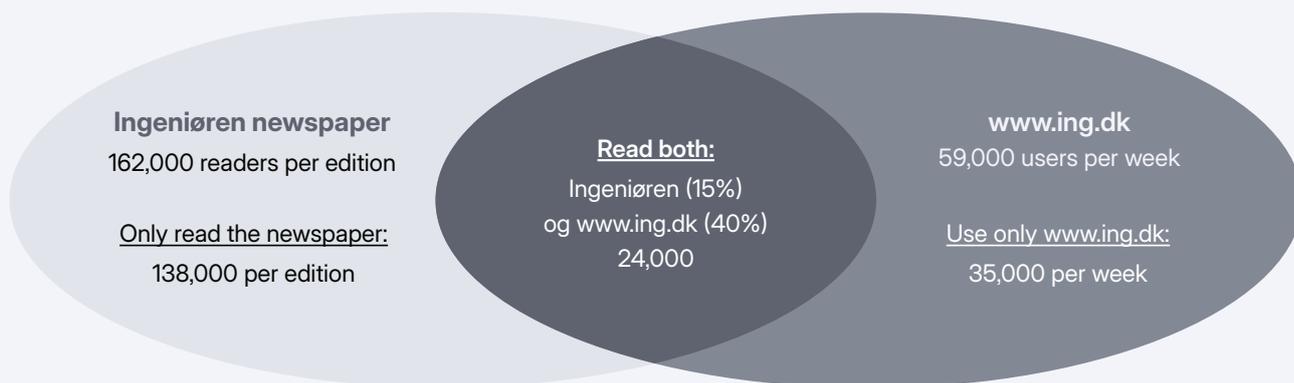
**Digital Briefing:**  
DKK 50,000

Contact us today, and let's create a unique event that maximizes value and engagement for your company.

## Ingeniøren's reader profile

**Ingeniøren** (Engineering Weekly) is a truly unique community for Denmark's tech professionals and the flagship of Teknologiens Mediehus. Focusing on science and new technology, Ingeniøren reaches more than 80,000 subscribers and 162,000 readers every second week.

In addition, our website **ing.dk** delivers news and debates to 85,000 weekly users. Together, the two media channels reach 220,000 users and readers a week:



### Our newspaper Ingeniøren is Denmark's most widely read business newspaper

	Ingeniøren	Børsen	Berlingske	Jyllands-posten	Licitationen	Jern- & Maskin-industrien
<b>Employed readers</b>	97,000	68,000	61,000	50,000	6,000	18,000
<b>Engineers</b>	62,000	9,000	9,000	6,000	2,000	3,000

### These are our readers

	Ingeniøren	www.ing.dk	Ingeniørens newsletter
<b>Readers in total</b>	162,000	59,000	25,000
<b>Employed</b>	97,000	36,000	15,000
• Leaders	20,000	8,000	3,000
• Technical Specialists	54,000	16,000	7,000
• B2B decision makers	41,000	16,000	7,000
• Expect to take courses / additional training	42,000	15,000	6,000

## Ing.dk / Banner

**www.ing.dk** has 13,000 visitors per day, 75,000 visitors per week and 225,000 visitors per month.

### Daily branding, targeted at engineers

In addition to the newspaper Ingeniøren, Teknologiens Mediehus is also running the online universe ing.dk, which covers subjects such as energy and environment, transport, construction, research, bio-technology, electronics, and much more. In principle, all topics have an engineering angle.

Ing.dk is Denmark's largest technological news site with daily updates of news, videos, blogs, and debates. The primary target group is engineers and other users with an interest in technology and science.

### Content specifications

Content must be submitted as GIF, PNG, or JPEG files. HTML will be accepted in HTML 5 Javascript (as a zip-file) or as AdForm tags, however these will only be shown to users, who have accepted cookies.

File size must not exceed 2 MB. Animations are limited to 5 loops at a maximum of 45 sec. Link/URL of landing page must be submitted with the banner.

### Content deadline

No later than 3 days before campaign launch.

### Content delivery

Please submit to [banner@ing.dk](mailto:banner@ing.dk)

For further information please contact [banner@ing.dk](mailto:banner@ing.dk)

### Prices & formats

1,000 banner exposures (CPM)



#### Top banner

Desktop: **(w) 930 x (h) 180 px**  
Mobil: **(w) 320 x (h) 160 px**

CPM price: DKK 200  
(per 1,000 views)



#### Article banner

Desktop/Mobile:  
**(w) 300 x (h) 250 px**

CPM price: DKK 200  
(per 1,000 views)



#### Inread article banner

Desktop/Mobile:  
**(w) 300 x (h) 250 px**

CPM price: DKK 200  
(per 1,000 visninger)

# Newsletter

Ingeniøren's newsletter has 25,000 subscribers.

## Attractive audience – high level of involvement

Ingeniøren's newsletter combines the newspaper and website, which gives the users a quick overview of the latest news in technology and science. The primary audience is engineers and technology professionals. The newsletter goes out two times a day on weekdays and once on Sundays. The newsletter's strength is that the recipients themselves have chosen to subscribe to it, which generates a high level of involvement.

## Content specifications

Content must be submitted in JPEG or PNG format.

File size must not exceed 2 MB. Please note that several email programs do not offer the possibility of animation, which is why we offer only static banners in our newsletters.

## Content deadline

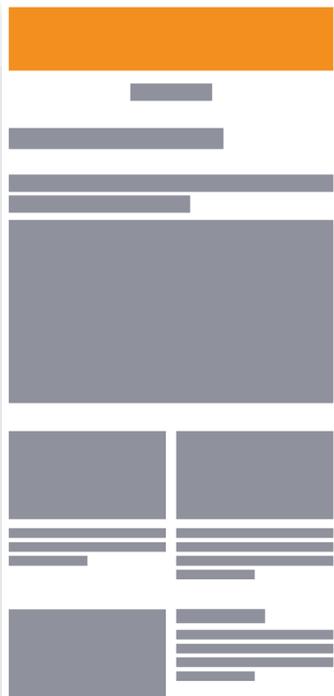
No later than 3 days before campaign launch.

## Content delivery

Please submit to [banner@ing.dk](mailto:banner@ing.dk)

For further information please contact [banner@ing.dk](mailto:banner@ing.dk)

## Prices & formats



**Top banner | 1 week**  
**(w) 600 x (h) 116 px**  
 6 placements  
 (morning): DKK 27,000  
 5 placements  
 (afternoon): DKK 23,000



**Article banner, middle | 1 week**  
**(w) 600 x (h) 116 px**  
 6 placements  
 (morning): DKK 19,000  
 5 placements  
 (afternoon): DKK 16,000



**Article banner, bottom | 1 week**  
**(w) 600 x (h) 116 px**  
 6 placements  
 (morning): DKK 16,000  
 5 placements  
 (afternoon): DKK 14,000

# 1. section including special sections

## Content specifications

Content must be submitted in print optimized PDF format (CMYK, 300 DPI). PDF files are generated without trim marks. The original content must be of an appropriate quality for newspaper printing.

Teknologiens Mediehus follows the guidelines of the Procurement Association of the Danish Press for newspaper print.

## Content deadline

No later than 10 days before publication.

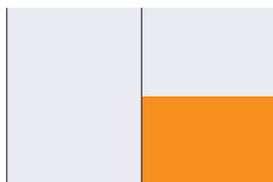
## Content delivery

Please submit to [avis@ing.dk](mailto:avis@ing.dk)

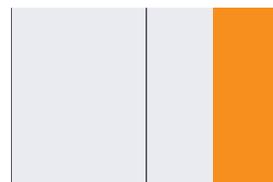
## Prices & formats



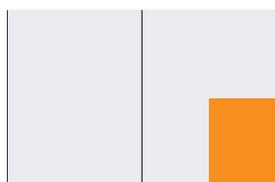
**1/1 page**  
(w) 266 x (h) 365 mm  
incl. 4 colours  
**DKK 43,650**



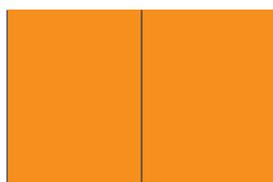
**1/2 page**  
(w) 266 x (h) 180 mm  
incl. 4 colours  
**DKK 26,625**



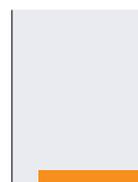
**1/2 page**  
(w) 131 x (h) 365 mm  
incl. 4 colours  
**DKK 26,625**



**1/4 page**  
(w) 131 x (h) 180 mm  
incl. 4 colours  
**DKK 17,400**



**2/1 page**  
(w) 546 x (h) 365 mm  
incl. 4 colours  
**DKK 66,500**



**Front page bottom**  
(w) 212 x (h) 35 mm  
incl. 4 colours  
**DKK 19,500**

## Variable advertising formats

Incl. 4 colours. **Price per mm. DKK 38,00**

1 column 41 mm

2 columns 86 mm

3 columns 131 mm

4 columns 176 mm

5 columns 221 mm

6 columns 266 mm 1/1 page

12 columns 546 mm 2/1 page

Column maximum height: 365 mm

## Advertising in our high-end publications

Every year, Ingeniøren publishes two high-impact magazines dedicated to covering the most important technological stories from Ingeniøren.

**Ingeniørens Profilmagasin** is published once a year in May/June and is based on Ingeniøren's annual image analysis of Denmark's 95 largest engineering workplaces.

**Året Rundt** is a captivating look back on the year's stories featured in Ingeniøren. The magazine is published together with the year's last edition of the Ingeniøren newspaper in December.

## Content specifications

Materials must be submitted as print-optimized PDF files (CMYK, 300 DPI). PDF files are generated with cropping.

Advertisements that should be placed along the edge of the page must be in the exact net size = height x width + 4 mm bleed on all sides.

Text boxes must be placed at least 5 mm from the edge of the page.

## Content deadline

See the publication plan for the material deadline of the specific issue.

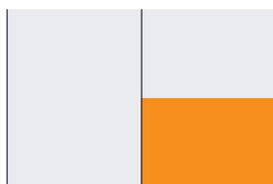
## Content delivery

Please submit to [avis@ing.dk](mailto:avis@ing.dk)

## Priser & formater



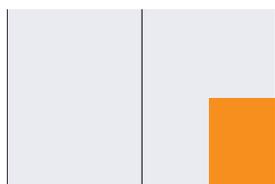
**1/1 page**  
(w) 208 x (h) 278 mm  
incl. 4 colours  
**DKK 43,650**



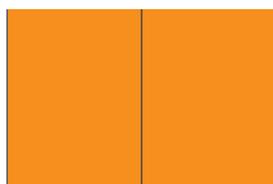
**1/2 page**  
(w) 208 x (h) 137 mm  
incl. 4 colours  
**DKK 26,625**



**1/2 page**  
(w) 101 x (h) 278 mm  
incl. 4 colours  
**DKK 26,625**



**1/4 page**  
(w) 101 x (h) 137 mm  
incl. 4 colours  
**DKK 17,400**



**2/1 page**  
(w) 418 x (h) 278 mm  
incl. 4 colours  
**DKK 66,500**

# Publication plan 2026

Week	Date	Section 1	Themes in section 1	Feature sections & magazine sections	Deadline for booking	Deadline for material
3	Jan 16	Section 1	Technology & natural sciences	<b>Defense</b>	Jan 05	Jan 08
5	Jan 30	Section 1	<b>Continuing education</b> Technology & natural sciences	<b>Production</b> OT security & Digitalization	Jan 19	Jan 22
7	Feb 13	Section 1	<b>Cyber Security</b> Technology & natural sciences	<b>Job &amp; Career</b>	Feb 02	Feb 05
9	Feb 27	Section 1	<b>BuildingTech</b> Technology & natural sciences	<b>Elektronics &amp; sound</b>	Feb 16	Feb 19
11	Mar 13	Section 1	<b>Production Danfoss</b> Technology & natural sciences	<b>WaterTech</b>	Mar 02	Mar 05
13	Mar 27	Section 1	<b>Continuing education</b> Technology & natural sciences	<b>Defense</b>	Mar 16	Mar 19
15	Apr 10	Section 1	Technology & natural sciences	<b>Production</b> AI in the industry & Robots	Mar 23	Mar 26
17	Apr 24	Section 1	<b>GridTech</b> Technology & natural sciences	<b>V2 Security</b>	Apr 13	Apr 16
19	May 8	Section 1	<b>Rail</b> Technology & natural sciences	<b>Elektronics (E-26)</b>	Apr 27	Apr 30
21	May 22	Section 1	<b>Continuing education</b> Technology & natural sciences	<b>Profile magazine</b>	Section 1 May 11 Magazine Apr 21	Section 1 May 14 Magazine April 27
24	Jun 12	Section 1	Technology & natural sciences	<b>Novo Nordisk</b>	Jun 01	Jun 04
26	Jun 26	Section 1	Technology & natural sciences	<b>Summer Edition</b>	Jun 15	Jun 18
33	Aug 14	Section 1	<b>Continuing education</b> Technology & natural sciences	<b>Defense</b>	Aug 03	Aug 08
35	Aug 28	Section 1	Technology & natural sciences	<b>Production</b> Automation 2026	Aug 17	Aug 20
37	Sep 11	Section 1	Technology & natural sciences	<b>Critical Infrastructure</b>	Aug 31	Sep 03
39	Sep 25	Section 1	<b>WaterTech</b> Technology & natural sciences	<b>Job &amp; Career</b>	Sep 14	Sep 17
41	Oct 9	Section 1	<b>Continuing education</b> Technology & natural sciences	<b>Defense</b>	Sep 28	Oct 01
43	Oct 23	Section 1	<b>Production / FoodTech 2026</b> Technology & natural sciences	<b>BuildingTech</b> Building Green	Oct 12	Oct 15
44	Oct 30	Section 1	<b>GridTech</b> Technology & natural sciences	<b>Digitalization</b> Digital Tech Summit 2026	Oct 19	Oct 22
47	Nov 20	Section 1	Technology & natural sciences	<b>V2 Profile magazine</b>	Section 1 Nov 09 Magazine Oct 26	Section 1 Nov 12 Magazine Oct 30
49	Dec 4	Section 1	<b>Continuing education</b> Technology & natural sciences	<b>Production</b> AI in the industry & Robots	Nov 23	Nov 26
51	Dec 18			<b>Year in Review</b>	Magazine Nov 23	Magazine Nov 27